



Date: October 2, 2006
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending September 29, 2006

This *City Report* highlights various activities for the week ending September 29. Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using *Citywide Focus Areas* to organize our weekly activities. These Focus Areas, which are also used in the FY07 Budget, are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services.

It is our hope that this new framework will improve our ability to communicate information about the services we provide. Please feel free to contact my staff should you have any questions.

THIS WEEK IN THE NEWS

Focus Area: Business and Economic Assistance

City Manager and Community Development, Economic Development Red Team and C-17 Efforts

The U.S. Senate approved the FY07 Defense Appropriations Conference Report on Friday, which includes \$4.4 billion in funding for 22 C-17s, 10 more aircraft than were originally requested by the President. The legislation was approved by the House on Thursday and will now go to the President for his signature. Mayor Bob Foster and Governor Arnold Schwarzenegger spoke to Boeing employees and members of the C-17 Red Team at Boeing Tuesday to celebrate the additional C-17 orders.

Enterprise Zone

Governor Arnold Schwarzenegger signed AB 1550, the Enterprise Zone legislation, on Friday. The bill includes an amendment sponsored by the City of Long Beach that allows businesses to continue to receive enterprise zone tax credits if an existing but expiring zone (such as Long Beach's) is provisionally designated for another 15-year period.

Focus Area: Community Safety

Fire

The Department continues to provide personnel and resources to the wildland firefighting effort underway in several parts of California. Since Labor Day, the department has fielded three Strike Teams (each team consists of five fire engines and a battalion command team), two Captains, and two Firefighter EMTs for a total of 73 people. The *Day Fire*, burning west of Interstate Five in Ventura County, has seen the most LBFD support, and one LBFD Strike Team is currently assigned there.

THIS WEEK IN THE NEWS

Focus Area: Leadership, Management and Support

City Manager

The City of Long Beach had six exhibitor booths at the September 26 *California Governor and First Lady's Conference on Women*, featuring the women leadership of Long Beach, the City's *Green Efforts*, and information from the Economic Development Bureau, the Port of Long Beach, the Airport, and Civil Service. Through a coordinated effort by City staff, informational brochures and giveaways were provided to more than 11,000 women from throughout California that attended the event.

Focus Area: Neighborhoods and Housing

Community Development

A rehabilitated housing development on Cedar Avenue, which was recently reopened, will provide much-needed housing for 32 low-income families. The units at 1843-1849 Cedar Avenue are the first of several Long Beach multi-family housing sites, that when rehabilitated, will provide affordable rental housing to low-income families and seniors. These sites, when completed will, provide 320 housing units that will remain affordable to low-income families and seniors for 55 years. The Long Beach Housing Development Company is the City of Long Beach's non-profit housing development company whose mission is to provide decent, safe and affordable housing for low and moderate-income individuals and families. Please contact Robin.Grainger@longbeach.gov for information.

Mark Your Calendars UPCOMING EVENTS AND PROJECTS

Focus Area: Leisure, Culture and Education

Library Services

The public is invited to join City officials at noon on **October 8** to celebrate the Grand Reopening of the Main Library on Sundays. The first 200 kids will receive a free book, and the event will feature musical entertainment, storytime for kids, and refreshments. For information call 570.6719.

Focus Area: Health and Human Services

Health and Human Services

Staff will display their thespian talents by acting the roles of current and former Health Department Directors, while documenting the 100-year history of public health in Long Beach. The play, *The Directors*, an original theatrical production, will be playing on **October 5** at 7:00 pm, at the Long Beach Center Theater, 300 East Ocean Blvd. Tickets are available for \$25 by calling 570.7919, or for \$30 at the door. A portion of the proceeds will benefit youth and families through the Long Beach Public Library Foundation and the Long Beach Cares campaign.

**Mark Your Calendars!
UPCOMING EVENTS AND PROJECTS**

Health and Human Services

Community members, business owners, and partners in the Greater Long Beach Area are encouraged to attend the **October 11** Pandemic Influenza Business Sector Summit *Maintaining Essential Services and Business Operations During an Emergency*. Representatives from the City, public and private organizations, and community- and faith-based organizations will present information on pandemic influenza, as well as on planning and preparation efforts. For more information, please contact 570.4382.

MORE WEEKLY HIGHLIGHTS

Focus Area: Business and Economic Assistance

Parks, Recreation and Marine, Special Events and Filming Bureau

NBC Las Vegas, with a cast and crew of 175, filmed a TV show *Las Vegas* at the Convention Center's Seaside meeting room entrance, at locations on Seaside Way and at the First Congregational Church on Cedar Avenue on September 25.

Warner Brothers, with a cast and crew of 65, filmed a TV show *Smith* at two locations on Ocean Boulevard on September 25 and 26. With a cast and crew of 50, filming also took place at the Spring Street tunnel on September 28.

Blind Decker, with a cast and crew of 200, filmed a TV show *Dexter* at the Seaport Marina Hotel and at locations on Pacific Coast Highway and on San Anselme Avenue on September 28.

Touchstone Television LLC, with a cast and crew of 125, filmed a TV Show *Criminal Minds* at locations on Atlantic Avenue and in the Aquarium parking structure on September 28 and 29.

CBS Productions, Inc., with a cast and crew of 65, filmed a TV show *CSI Miami* at the Queensway Bridge on September 29.

Focus Area: Community Safety

Police

The Traffic Enforcement Section has created an enforcement program that provides officers the necessary resources to pursue those individuals who fail to abide with the requirements on traffic citations. As part of the enforcement program, officers identified Long Beach citizens who had been issued traffic citations, were negligent in complying with their obligations, and were issued outstanding traffic warrants. Officers searched 35 different locations and arrested 11 warrant suspects. The program is funded by grant money from the California Office of Traffic Safety.

MORE WEEKLY HIGHLIGHTS

Focus Area: Culture, Education and Leisure

Parks, Recreation and Marine, Special Events and Filming Bureau

An estimated 1,300 people participated in the Long Beach C.A.R.E. Triathlon, which was held September 24 on Shoreline Drive, Alamitos Beach parking lot, Broadway, and the Queensway Bridge.

Library Services

The new Premier Laptop Computer Loan Program was kicked-off at the Main Library on September 27. Laptop computers are available for adult library customers to use inside the library where they can access the Internet from anywhere in the Main Library by using the Library's wireless network. This new program expands the number of computers available to residents, thereby increasing access to the Internet.

The Library recently revealed its new website, www.lbpl.org. The new content management system offers organized information, provides a full calendar of events and classes for all library locations, as well as individual web pages for each neighborhood branch library.

Focus Area: Environment

Community Development, Neighborhood Services

More than 95 Long Beach residents volunteered in simultaneous clean up efforts in three city neighborhoods. Bureau staff organized clean ups near 6900 Muriel Avenue in the North Long Beach Neighborhood Improvement Strategy (NIS) area, 1561 W 19th Street in the Lower West NIS area, and assisted representatives from the WESCA Neighborhood Association around 6186 E. Spaulding Avenue. Volunteers collected more than 36 tons of trash, debris and other large items. For more information, please contact [Chantara Nop@longbeach.gov](mailto:Chantara_Nop@longbeach.gov) or [Gilberto Contreras@longbeach.gov](mailto:Gilberto_Contreras@longbeach.gov).

Focus Area: Health and Human Services

Health and Human Services, Environmental Health

The Bureau's Food Inspection Program celebrated *National Food Safety Education Month* in September, by hosting a food safety event at the Main Health Department Facility each week. Highlights included a presentation by food safety speaker Jeff Nelken who has worked with CBS and NBC investigating food facility cleanliness issues; food safety storage techniques; proper hand washing techniques; and proper cooking temperatures. The Centers for Disease Control estimates over 76 million foodborne illnesses occur in this country each year. Following four simple food safety rules: clean, separate, chill, and cook, can reduce the risk of foodborne illnesses.

Focus Area: Transportation and Infrastructure

Parks, Recreation and Marine, Planning and Development Bureau

The tile work has been completed in the Martin Luther King, Jr. Park pool showers. Exterior brickwork is approximately 50 percent complete. The concrete pour for the remaining curb and gutters, and the light pole foundations has been completed.

MORE WEEKLY HIGHLIGHTS

Focus Area: Transportation and Infrastructure

Parks, Recreation and Marine, Planning and Development Bureau

Interior tile work at the Admiral Kidd Park Teen/Community Center restrooms has been completed. Installation of the floor tiles in the restrooms is in progress. All door and window frames were installed this week.

Planting of shrubs, trees, and ground covers in the center medians from 21st Street to Hill Street Park have been completed.

Brick pavers have been installed at all crosswalk intersections on Atlantic Avenue between 59th Street and Market Street. This includes 55th, 56th, and South Streets, as well as Market and 59th Streets.

Street Construction Report

Public Works, Streetscape

Contact: 570.5160

Santa Fe Ave.

Between Pacific Coast Hwy. and Wardlow Rd.

Estimated completion:

Early December

Atlantic Ave.

Between 56th St. to 59th St.

South St.

Between Linden Ave. to Lime Ave.

Estimated completion:

Early November

Public Works, Street Improvement

Contact: Public Works

570.5160

Long Beach Blvd.

Between Wardlow Rd. and San Antonio Dr.

Estimated completion:

Early October

Long Beach Gas and Oil, Regulator Station Rebuild

3rd St. & Loma Ave.

4th St. & Loma Ave.

Estimated completion:

Mid October

Water Department, Sewer & Sewer Lift Station Modifications

Contact: 570.2323

Magnolia Ave.

Corner of Ocean Blvd. and Magnolia Ave.

Estimated completion:

Early October

Service Area: Utilities

Long Beach Gas & Oil, Gas Services Bureau

Staff completed a total of 2,754 service calls. This total included 813 gas and water utility turn ons, and 783 turn offs. During this period, 887 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 271 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 348 emergency phone calls that resulted in 95 emergency orders being sent out.

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GRM: KP: arc

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